

**BACK ON TRACK**  
**Media Events Team**  
5/19/04

Present were: Dennis Svoboda, Teri Vosicky, Topher Hansen, Mary Barry-Magsamen, Otto Schultz, Brendan Evans, Toni Arntzen. Jay Conrad, Rand Wiese Ron Namuth have schedule conflicts.

Some Lessons Learned from this media event:

1. Be absolutely clear about whether the event can be held indoors in case of rain. Consider having a rain date.
2. Besides the committee, there were only a few professionals from the substance abuse field.
3. The little cards with our basic information are a hit.
4. Consider having a person not directly tied to an agency as the emcee.
5. The cookout was great and the same people should be recruited for that work. There was plenty of food.
6. We estimate that 130 people attended the event.
7. We need a "hook" for the next event to make it newsworthy. Some kind of "What's new...?" thing.
8. We should focus on treatment program alumni groups for bringing more people. We need to get to them personally, several months prior to the event so it can get into their newsletters and they can organize their folks.
9. Teri Vosicky will be in charge of root beer floats.
10. We could do this as a candlelight vigil for Moment of Serenity next time.
11. Otto will be responsible for contacting the team about meeting again in August or whenever.